APPRAISAL SYSTEM ON TWITTER: AN ATTITUDINAL ANALYSIS TOWARD ALLEGED ISLAMIC BLASPHEMY CASE OF M KECE
Sistem Penilaian di Twitter: Sebuah Analisis Sikap terhadap Kasus Dugaan
Penistaan Agama M. Kece

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Abstrak
Studi ini mengkaji penilaian publik terhadap kasus penistaan agama Islam bernama M. Kece di Twitter. Penelitian ini menggunakan pendekatan deskriptif kualitatif. Data dalam penelitian ini adalah penilaian publik terkait kasus penistaan agama Islam bernama M. Kece di Twitter dengan menggunakan Appraisal Theory (Martin & White, 2005). Berfokus pada Analisis Sikap, hasilnya menunjukkan Analisis Sikap di media sosial, tepatnya Twitter, tentang dugaan penistaan agama Islam terhadap M. Kece. Afeksi adalah yang paling dominan, dengan sebanyak 54% di atas judgment (19%) dan Apresiasi (27%). Dari ketiga kategori ini, lebih dari tiga perempat data merupakan penialaian negatif. Dominasi penilaian netizen pengguna Twitter ini menunjukkan penilaian mereka terhadap apa yang telah dilakukan M. Kece, yaitu konten channel YouTube-nya yang dilaporkan dan dipenjara akibat kasus penistaan agama. Penelitian ini menegaskan bahwa semua pembuat konten harus berhati-hati dengan konten yang mereka posting. Di sisi lain, penonton juga harus selektif terhadap konten yang mereka akses di media sosial agar tidak menyesatkan.
Kata-kata kunci: Sistem penialaian, Analysis sikap, Kasus penistaan, Twitter

Abstract
This study examines the public's assessment of an Islamic blasphemy case named M. Kece on Twitter. It is a qualitative descriptive study. The data is a public assessment regarding the Islamic blasphemy case named M. Kece on Twitter using Appraisal Theory (Martin & White, 2005). Focusing on Attitudinal Analysis, the result shows the Attitudinal Analysis in social media, precisely Twitter, on the alleged Islamic blasphemy of M. Kece. Judgment is the most dominant, with as much as 54% over Affect (19%) and Appreciation (27%). In all three, more than three fourth of the data are negative. This dominant negative appraisal of netizens of Twitter users shows the public's assessment of what M. Kece has done, namely the content of his YouTube channel, which was reported and imprisoned due to a blasphemy case. This study affirmed that all content creators must be careful about the content they post. On the other hand, the viewer also must be selective about the content they access on social media not to be misleading.
Keywords: Appraisal system, Attitudinal analysis, Blasphemy case, Twitter

INTRODUCTION
The development of social media alongside the evolution of information technology has brought both favorable and unfavorable impacts, like two sides of the coin. The advancement of technology has transformed the learning culture from traditional offline methods to online platforms (Qudsy, 2019). Furthermore, the proliferation of technological sophistication has led

to spreading religious messages through social media (Putra, 2020). It provides a vast platform to spread religious messages to a larger audience instantly and interactively (Bahri, et.al., 2023; Rahman, 2019). The factors influence the developments of religious preaching through social media are fast and easy message dissemination (Habibi, 2018; Rohman, 2019), active interaction and discussion (Rubawati, 2018), diverse and creative content (Mardiana, 2020), global reach (Saleh et al., 2022), and community and networking (Briandana et al., 2020).

However, it is important to remember that the development of religious preaching through social media also has challenges and risks (Akmaliah, 2020), such as inaccurate or incorrect information can easily spread widely, and misuse of social media can lead to conflict or intolerance (Solahudin & Fakhruroji, 2019). Moreover, it has led to a change in religious authority, with impersonal media such as websites, blogs, and YouTube assuming a significant role (Jinan, 2013; Muhtador, 2018). Religious authority shifting has facilitated the production and dissemination of religious content through social media platforms by individuals of various backgrounds.

M. Kece's YouTube channel is a YouTube channel in Indonesia that pertains to religious shifting. Reportedly, on August 21, 2021, Muhammad Kece, a content creator on the video-sharing platform YouTube, was accused of committing blasphemy due to the nature of the content he produced and uploaded on his channel. It delves extensively into Islam (Fawaidi et al., 2021). Many questions emerge: Who is Muhammad Kece, and what qualifies him to produce Islamic content? What are his academic qualifications? This case serves as an illustration of the shifting in religious authority. Regardless of their identity and educational background, everyone may discuss religion.

This controversial case has attracted attention from both academics and the broader community. The researchers researched this subject while the public conveyed their reactions through social media platforms, including Twitter. This case constitutes two research considerations. First, an analysis of religious blasphemy in social media (Mantri, 2022) and a juridical review (Fesyahan, 2022); Second, a specific analysis of the M. Kece blasphemy case, which includes the investigation of media framing on TV (Hilmi et al., 2022), an Islamic perspective (Rahmawati, 2022), and news framing in newspapers (Mualifah, 2022; Setiabudi et al., 2022)

Nevertheless, none of the conducted research has undertaken a linguistic analysis of M. Kece's blasphemy case, particularly concerning the appraisal system (Martin & White, 2005) within the Systemic Functional Linguistics (SFL) framework. The appraisal system theory of Martin and White (Martin & White, 2005) is an appropriate linguistics tool to analyze the evaluation of an entity's conscious or unconscious being. People can offer feedback or evaluation regarding any given matter. The evaluation will exhibit significant variability dependent on people's perceptions and thoughts. In addition, as of the beginning of 2023, Indonesian Twitter users have reached 24 million. Therefore, it is essential to examine the responses of netizens' responses regarding the M. Kece blasphemy case on the social media platform Twitter. This qualitative study examines the public's assessment of an Islamic blasphemy case named M. Kece on Twitter to fill the gap in analyzing the appraisal system on religious discourse, especially the blasphemy case. This study is expected to imply the moral value of using social media.

This research uses the appraisal system theory (Martin & White, 2005), focusing on attitudinal analysis to examine people's responses to the M. Kece blasphemy case. The study seeks to determine whether these responses are positive or negative. In addition, collaborating with high technology, this researcher gets the data from Drone Emprit Academy. Drone Emprit Academy is a data crawling system derived from Twitter initiated by Ismail Fahmi through Media Kernels Netherlands BV (Fahmi, 2018).

THEORETICAL BASIS
Appraisal System

Analyzing the public's response to the purported blasphemy case involving a Youtuber named Muhammad Kece is a compelling subject for examination through the lens of Systemic Functional Linguistics (SFL). SFL is a discipline that examines the interrelationship between language, text, and discourse as a functional entity within a given social context. SFL research has demonstrated that contextual factors significantly influence the interpretation of textual meaning. The SFL framework posits that language comprises three Metafunctions: Experiential/Ideational meaning, Interpersonal meaning, and Textual meaning. Experiential or Ideational meaning plays a role in constructing meaning related to the physical and experience of language users; Interpersonal meaning emphasizes the relationship between individuals; Textual meaning, which is contained in written form, links between Experiential meaning and Interpersonal (Halliday & Matthiessen, 2014).

One of the areas of research within the domain of interpersonal meaning is the Appraisal System. The Appraisal System is the linguistic mechanism to convey the speaker or writer's affective stance towards a particular object or individual. Martin and White (Martin & White, 2005) posit that interpersonal sources center on the negotiation of social relationships and interactions between individuals, encompassing the exchanged emotions. According to Martin and White's theory (Martin & White, 2005), the Appraisal System comprises three analyses: Attitude, Engagement, and Graduation. The Attitudinal Analysis pertains to affective states, while the Engagement Analysis pertains to the origins of those affective states. The Graduation Analysis, on the other hand, pertains to evaluative phenomena that serve to strengthen affective states or obscure categorical boundaries. Figure 1 presents the overview of Appraisal System framework.
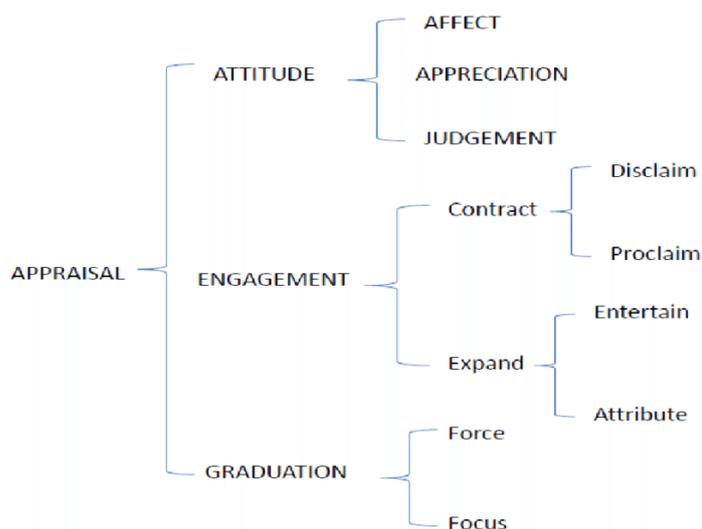
Figure 1. An Overview of Appraisal System Framework (Martin & White, 2005)

The Attitude Analysis is the primary subject of analysis in this study. The Attitude analysis comprises affective states. According to Martin and White (2005:23), attitude pertains to our affective responses, encompassing emotional reactions, behavioral assessments, and evaluations of three distinct entities. The three primary classifications of attitudes are Affect, Judgement, and Appreciation. Determining an individual's perspective depends on various values, including emotional, ethical, and aesthetic considerations. Affect is based on emotions, Judgement is based on ethics, and Appreciation depends on the principles of aesthetics. Attitude system analysis is a linguistic component that encapsulates the speaker or

writer's attitude. These attitudes are classified into two categories, namely positive and negative labels.

Furthermore, the differentiation between negative and the absence of positive emotions and between the absence of negative and positive emotions is evident. Their dissimilarity is evident, despite the potential to provide similarities in specific circumstances. Negative and positive attitudes can be observed in the differentiation between sadness and unhappiness. While sadness is considered a negative attitude, unhappiness is a positive attitude that is negated. It is worth noting that unhappiness can be experienced without the presence of sadness (Martin & White, 2005: 73)

The term "affect" is used in language to express positive and negative emotions. The phenomenon is rooted in emotional responses. Based on Painter's statement in Martin and White (Martin & P. R. R. White, 2005), Affect is a linguistic tool that aids in comprehending the emotional reactions of human speech towards various phenomena. These reactions may include misery, joy, anxiety, self-confidence, innuendo, interest, displeasure, admiration, fear, desire, and other similar emotions (Miller, 2004:280). The categorization of the subject matter is comprised of four distinct components, namely inclination/disinclination, happiness/unhappiness, security/insecurity, and satisfaction/dissatisfaction (Martin & White, 2005: 49-50).

Judgments are an examination of an individual's attitudes toward a particular behavior. What is our perspective regarding individuals, their conduct, and their traits? The speaker employs this linguistic tool to articulate their stance regarding individuals, drawing upon a normative or ethical value that may be positive or negative. According to Martin and Rose (2007:67), Edoema et al. (1994) identified two primary categories of evaluations, namely social esteem and social sanctions. Social esteem evaluates individuals' behavior following established social norms, the conformity standards. It encompasses three distinct domains. Normality pertains to an individual's habitual patterns, while Capacity refers to an individual's level of capability. Tenacity, on the other hand, relates to an individual's degree of consistency. Social sanctions refer to evaluating individuals' conduct based on legal or religious rules. Veracity pertains to the honesty of an individual, while Propriety pertains to ethical conduct. These two aspects fall under the domain of social sanctions. In oral cultures, individuals who violate social norms are subject to surveillance through various forms of communication, including chats, gossip, jokes, and stories. These modes of discourse reinforce the values underpinning social networks, such as those based on familial, friendship, and professional ties. In contrast, social sanctions are typically documented and formalized, resulting in penalties for violations of such regulations (Martin & White, 2005).

Martin and White (2005:55) asserted that Appreciation pertains to interpreting evaluations made regarding specific objects or products created or performed. The concept is grounded in established aesthetic standards. Natural phenomena are encompassed within it. Appreciation is categorized into Reaction, Composition, and Assessment. Specifically, the reaction under consideration pertains to attention and emotional Impact. There exist two distinct categories of reaction, namely Impact, and Quality. The Impact pertains to the extent to which a given phenomenon captures one's attention, while the Quality concerns the degree to which the speaker finds the phenomenon agreeable. The Composition focuses on the perception of proportionality within a written work. The composition is categorized into Balance and Complexity. Balance pertains to the presence of orderliness, balance, and interconnectedness within the phenomenon, while Complexity concerns the level of ease or difficulty in comprehending the phenomenon. Assessment pertains to the appraisal of the social relevance of the given text.

Appraisal System in Various Text

Appraisal System theory has been used in many texts such as politics (Sukma, 2018; A. H. Pasaribu, 2019), articles in newspapers (Pusparini et al., 2017), entertainment programs (Fatmawati & Cahyono, 2018), translations (Suryaningtyas et al., 2019), blog posts (Kurniawan & Aprilia, 2019), academic writing (Yang, 2016; Fitriati & Solihah, 2019), advertisements (Putradi et al., 2021), and other forms of writing. Specifically, some researchers focused more on attitudinal analysis, one of the three appraisal systems. They analyzed attitudes toward political text (Haristyanri, 2015; Rohmawati, 2016; and Aian, 2017), song discourse (Li, 2016; Cheung & Feng, 2021; Nurjanah & Masykuroh, 2022), advertisement (Wihadi & Sujatna, 2021), drama show (T. A. Pasaribu, 2020), Appeal of spreading Covid-19 (Istiningdias et al., 2021), Newspaper (Chalimah et al., 2018; Bangga & Lukmana, 2019; Wijayanti, 2020; Zaidi & White, 2021; and Yulianti et al., 2021). With this excessive use of social media, some researchers applied appraisal theory on social media such as Twitter (Stoneman & Hiremath, 2020; Ross & Caldwell, 2020; Qiao & Jiang, 2022) and Instagram (Nur & Hadi, 2017; Hamdani, 2021).

However, finding a study that applies the appraisal system to religious discourse is rare. Moreover, due to its sensitivity, it is hard to find a study related to the case of alleged blasphemy analyzed linguistically using the Appraisal System theory (Martin & White, 2005). The researcher just found a study entitled *A Critical Appraisal of Zakir Naik's Islamic Evangelism* (Mustapha & Razak, 2019). It focuses on analyzing how he preached, not linguistics study on appraisal system. In conclusion, this study is essential to be conducted.

RESEARCH METHOD

The present research employs a qualitative approach that examines the utilization of linguistic instruments that reflect the categories of Affect, Judgement, and Appreciation. The primary objective is to find the public assessment of the alleged Islamic blasphemy committed by Youtuber Muhammad Kece. The present investigation employs the framework of Systemic Functional Linguistics, more precisely, interpersonal meaning, in conjunction with appraisal analysis. The appraisal theory provides a robust framework for analyzing attitudes conveyed and interpersonal meaning in various discourses. This research consists of 3 stages: data collection, analysis, and interpretation (Creswell, 2014). As for the steps:

1. Data collection
   The author submits a project to the Emprit Drone from September 26, 2021, to October 2, 2021.
2. Data analysis
   After data reduction only to Muhammad Kece's figure, behavior, and Islamic blasphemy case, the data were then analyzed using the Appraisal system theory. Then, that data is broken down into a table. The tweet texts are classified into Affect, Judgement, or Appreciation, along with their positive or negative value based on linguistic markers such as adjective, verb, nominalization, and modality.
3. Interpretation of data
   In this stage, the author interprets the findings.

DISCUSSION

As per the points of view made by Thompson and Hunston in Oteíza's work (2017:458), the primary purpose of the Appraisal system in the language is to articulate the views of the speaker or writer, the value system of the individual and their community. It establishes and sustains the connection between the speaker, the listener, the writer, and the reader. It also organizes discourse.

This research conducted an in-depth analysis of the attitudes of online users towards the alleged Islamic blasphemy committed by Youtuber Muhammad Kece on the social media platform Twitter. The results revealed a mixture of both positive and negative assessments. The construct comprises three components: Affect, Judgement, and Appreciation. Table 1 displays the frequency of usage for each category.

Table 1.
Attitudinal Analysis Toward Alleged Islamic Blasphemy Case of M Kece on Twitter

No	Attitudinal Analysis	Values		Occurrences	Percentage
		+	-		
1.	Affect	6	5	11	19%
2.	Judgment	1	30	31	54%
3.	Appreciation	4	11	15	27%
	Total	11	36	47	100%

Based on the data presented in Table 1, the analysis indicates that Judgment is the most frequent category, accounting for 54% of the total, surpassing Affect and Appreciation. Judgment values can pertain to assessing human or conscious entities following normative values or ethical principles, which may be positive or negative. The dominant value is negative. The netizen, as Appraiser, refers to people who express their opinions regarding Muhammad Kece through various forms of social media engagement, such as tweets, retweets, mentions, or replies. These opinions predominantly reflect a negative assessment of Muhammad Kece's character.

In comparison, the category of Appreciation is ranked second with a percentage of 27%, following Judgement. Appreciation pertains to the evaluation of the compositional quality of entities in accordance with established aesthetic standards. The prevalence of negative evaluations is also prominent. The content uploaded by M. Kece on his YouTube channel elicited negative reactions from people, prompting an evaluation of his actions. Meanwhile, Affect is viewed to have a frequency of 11 instances, accounting for 19% of the total occurrences. Of these, 6 instances are identified as positive and five as negative. This finding implies that M. Kece is subject to the appraisers' positive and negative emotional evaluations.

The data analysis presents the three attitudinal analyses focusing on the discourse stratum. The components of the attitudinal analysis include the Appraisal item, Appraiser, and Types of attitudinal analysis, encompassing Affect, Judgement, or Appreciation. Additionally, it considers the value of the attitudinal analysis, which may be positive or negative. The appraisal item refers to the lexical unit that conveys the speaker's or writer's attitude toward the evaluated object. Appraisers are individuals who provide assessments or valuations. The appraised refers to an individual or object an appraiser has evaluated.

Affect

Affect conveys both positive and negative emotions. The phenomenon is based on emotional reactions. Table 2 displays the people's emotions toward the Alleged Islamic Blasphemy Case of M. Kece on Twitter. It also shows the distribution of positive and negative assessments found in four subcategories of Affect.

Table 2.
Affect Category of Alleged Islamic Blasphemy Case of M Kece on Twitter

No	Affect	Values		Occurrences	Percentage
		+	-		
1.	Dis/inclination	6	1	7	64%
2.	Un/happiness	-	2	2	18%
3.	In/security	-	-	-	-
4.	Dis/satisfaction	-	2	2	18%
	Total	6	5	11	100%

Of the four subcategories, Dis/inclination is the dominant, with a percentage of 64%. It is followed by Un/happiness and Dis/satisfaction at 18%, respectively. Positive assessment only occurs in the Dis/inclination subcategory as many as six times, while the negative is only once. It means that the negative domination shows the appraisers' negative emotion toward the case of alleged Islamic blasphemy related to unhappiness, dissatisfaction, and disinclination. However, inclination (positive) occurs six times to show people's desire toward M. Kece. No In/security subcategory was found in the data. Here are some data analyses represented below.

Data 1: *RT @HusinShihab: Habib Husin* **Harap** *Muhammad Kece Contoh Penyesalan Yahya Waloni* https://t.co/y5fI8lj4Hj

Appraisal Item	Appraiser	Aff	Jud	App	Appraised
Harap	*Retweet of @Christopher*	*Inclination: Desire*			*Muhammad Kece*

The attitudinal analysis of the clause above is represented by the word **Harap**. It is **Hope** in English. According to Merriam-Webster Dictionary, the word Hope means having a desire for something. It shows a positive feeling of inclination. It is recognized as Affect because it deals with emotion that shows desire which construes feelings of inclination. Based on the context, data 1 shows the appraisal of *@Christopher* as a Twitter account that retweeted *@HusinShihab* precisely about the online news on inisiatifnews.com toward Muhammad Kece to have regret as Yahya Waloni.

Data 2: *Lantas kenapa kita mesti terusik dgn pernyataan Muhammad Kace?*
Orang seperti dia jangan dikasih panggung lagi.

Appraisal Item	Appraiser	Aff	Jud	App	Appraised
Orang seperti dia jangan dikasih panggung lagi.	*@romyumar (Romy)*	*- Unhappiness: Antipathy*			*Muhammad Kece*

The attitudinal analysis of the clause above is represented by the sentence ***Orang seperti dia jangan dikasih panggung lagi*** / in English, ***People like him do not give the stage anymore***. The sentence means antipathy toward Muhammad Kece. It shows a negative feeling of unhappiness. It is recognized as Affect because it deals with emotion that shows antipathy and construes feelings of unhappiness. Based on the context, data 2 shows the appraisal of @romyumar (Romy) as a Twitter account toward Muhammad Kece that he strongly dislikes Muhammad Kece.

Data 3: *Kontroversi Muhammad Kace, Kasus Penistaan Agama hingga* ***Mengalami Penganiayaan*** *di Penjara https://t.co/TqyWhEs3U1 https://t.co/J0THqDW1Jy*

Appraisal Item	Appraiser	Aff	Jud	App	Appraised
Mengalami Penganiayaan	*@orangetvpremier (Orange TV Premier)*	*- Dissatisfaction: Displeasure*			*Muhammad Kece*

The Attitudinal analysis of the clause above is represented by the phrase \\\ / in English, ***experiencing persecution***. According to Merriam-Webster Dictionary, the word 'persecution' means being persecuted, harassed, or annoyed. The sentence means displeasure of Muhammad Kece to have persecution in jail. It shows a negative feeling of dissatisfaction. It is recognized as Affect because it deals with emotion that shows displeasure which construes feelings of dissatisfaction. Based on the context, data 3 shows the appraisal of @orangetvpremier as a Twitter account that mentions the case of Muhammad Kece experiencing displeasure treatment in jail.

Judgment

Judgment refers to an evaluation of an individual's attitudes toward a specific behavior. What are our viewpoints concerning individuals, their behavior, and their characteristics? The speakers utilize a linguistic device to express their position on individuals, utilizing a normative or ethical value that can have a positive or negative connotation. Table 3 displays the people's evaluation of the Alleged Islamic Blasphemy Case on Twitter. It also shows the distribution of positive and negative assessments found in five subcategories of Judgment.

Table 3.
Judgment Category of Alleged Islamic Blasphemy Case of M Kece on Twitter

No	Judgment	Values		Occurrences	Percentage
		+	-		
1.	Normality	-	2	2	6,5%
2.	Capacity	-	11	11	35,5%
3.	Tenacity	-	-	-	-
4.	Veracity	1	1	2	6,5%
5.	Propriety	-	16	16	51,5%
	Total	1	30	31	100%

Table 3 shows the distribution of positive and negative assessments found in five subcategories of Judgement. Only four subcategories are found: Normality (6,5%), Capacity (35,5%), Veracity (6,5%), and Propriety (51,5%). No Tenacity data was found. Among four subcategories, Normality, Capacity, and Propriety are all negative. Propriety dominates it: Condemn. It means the appraisers' Judgement of M. Kece as alleged Islamic blasphemy is negative. The domination of negative Propriety is due to religious ethics as basic consideration of people labeling M. Kece as Islamic blasphemy. Negative Capacity also occurs as the Judgement that what M. Kece had done can trigger societal strife and wars. Negative normality shows a presumption of society stating that M. Kece is one of the Intelligent agent products, and his case cannot be compared to the case of Habib Riziq Sihab. Meanwhile, there is one Veracity datum: Praise shows that M Kece has been a pastor since 2001, and Veracity: Condemn shows that the appraisers labeled him Islamophobia. Here are some data analyses represented below.

Data 4: *Yg dilakuan napoleon itu adalah gajaran bg org yg **melecehkan agama**. Org seperti itu hrs dihajar. Mahasiswa jgn gagal paham Muhammad Kece Dihajar Napoleon, Garda Mahasiswa Minta Polri Tegas #MuhammadKece via @jpnncom https://t.co/l7i4SdRXub*

Appraisal Item	Appraiser	Aff	Jud	App	Appraised
melecehkan agama	*@Om1234520 (Om 12345)*		*- Propriety: Condemn*		*Muhammad Kece*

The attitudinal analysis of the clause above is represented by the verb phrase ***Melecehkan agama*** / in English, ***harassing religion***. According to Merriam-Webster Dictionary, ***harassing*** means creating an unpleasant or hostile situation, especially by uninvited and unwelcome verbal or physical conduct. The phrase above condemns Muhammad Kece, who is considered harassed Islamic religion. It shows a negative Judgement of Propriety. It is recognized as Judgement because it deals with an evaluation of M. Kece behavior that shows condemnation which construes Judgement of Propriety. Based on the context, data 4 shows the appraisal of @Om1234520 (Om 12345) as a Twitter account that mentions the appraisal toward Muhammad Kece, who was considered to have harassed the Islamic religion.

Data 5: @alextham878 @SAVIOR10883540 Cukup cm minta maaf? **Kenapa Muhammad Kace kagak bisa spt itu?**

Appraisal Item	Appraiser	Aff	Jud	App	Appraised
Kenapa Muhammad Kace kagak bisa spt itu?	*@Rudi_Tarigan (Kristian Marcelino)*		*- Capacity: Criticize*		*Muhammad Kece*

The verb sentence represents the attitudinal analysis of the clause above ***Kenapa Muhammad Kace kagak bisa spt itu***?/ in English, ***why he can't you do that***?. Based on Merriam-Webster Dictionary, the word ***cannot*** mean to be unable to do. The sentence above means criticism of Muhammad Kece, who cannot apologize. It shows a negative Judgement of his Capacity. It is recognized as Judgement because it deals with evaluating M. Kece behavior based on normative values or ethics that show M.Kece inability to apologize for what he had done. Based on the context, data 4 shows the appraisal of @Rudi_Tarigan (Kristian Marcelino) as a Twitter account that replies to the online news about Yahya Waloni, who apologizes to Nazarenes. Based on the context, the sentence above shows the Judgement toward Muhammad Kece's incapability who cannot ask for forgiveness, not as same as Yahya Waloni had done.

Data 6: @hipohan munawar dan azis ini apa.naturenya?krn munawar kan terlibat organisasi terorisme spt isis sdgkan azis ini apa dosa politiknya. kl masy gak tau dosa politiknya tau drmn mrk memposisikan keduanya? Spt m kece dan napoleon kan jelas ma kce **islamphobia**

Appraisal Item	Appraiser	Aff	Jud	App	Appraised
islamphobia	*@EPiesant (Aphrodite Celestamine Prune)*		*- Veracity: Condemn*		*Muhammad Kece*

The attitudinal analysis of the clause above is represented by the word ***Islamophobia***. Based on Merriam-Webster Dictionary, the word ***islamophobia*** means an irrational fear of, aversion to, or discrimination against Islam or people who practice Islam. The word above means condemns Muhammad Kece, who is considered Islamophobia. It shows a negative Judgement of Veracity. It is recognized as Judgement because it evaluates M. Kece behavior that shows condemnation which construes Judgement of Veracity. Based on the context, data 6 shows the appraisal of @EPiesant (Aphrodite Celestamine Prune) as a Twitter account that replies to @hipohan about the case of Munarman and Azis Syamsudin. The reply to its tweet indirectly shows the appraisal toward Muhammad Kece, who had Islamophobia syndrome.

Data 7: *RT @geloraco: Muhammad Kece* **Ternyata** *Pendeta, Masuk Kristen Sejak 2001, Anggota   Gereja   Bethel   Indonesia* [*https://t.co/pbjO8qBQGa*](https://t.co/pbjO8qBQGa)

Appraisal Item	Appraiser	Aff	Jud	App	Appraised
Ternyata	*@ZamriNoer (Mas Bro)*		*Netral: Veracity*		*Muhammad Kece*

The attitudinal analysis of the clause above is apparently represented by the word ***Ternyata*** / apparent in English. According to Merriam-Webster Dictionary, the word apparent means describing something that appears true based on what is known. The word above means Veracity of who Muhammad Kece is. It shows neutral Judgement of Veracity. Based on the context, data 7 shows the appraisal of @ZamriNoer (Mas Bro) as a Twitter account that retweets the online news informing who Muhammad Kece is in real life.

Appreciation

Appreciation involves the interpretation of evaluations concerning particular objects or products that have been created or performed. The notion is based on established aesthetic standards. Table 4 displays the people's evaluation of the Alleged Islamic Blasphemy Case on Twitter due to aesthetic standards.

Table 4.
Appreciation category of Alleged Islamic Blasphemy Case of M Kece on Twitter

No	Appreciation	Values		Occurrences	Percentage
		+	-		
1.	Reaction	4	8	12	80%
2.	Composition	-	1	1	6,5%
3.	Valuation	-	2	2	13,5%
Total		4	11	15	100%

Table 4 shows the distribution of positive and negative assessments found in three subcategories of Appreciation. There are three subcategories found: Reaction (80%), Composition (6,5%), and Valuation (13,5%). Composition and Valuation are all negative, while Reactions are negative (8 times) and positive (4 times). These findings show that people's evaluation of the Alleged Islamic Blasphemy Case on Twitter due to aesthetic standards is dominantly negative. It is almost the third four of all occurrences. Here are some data analyses represented below.

Data 8: *Yg dilakuan napoleon itu adalah gajaran bg org yg melecehkan agama.* **Org seperti itu hrs dihajar**. *Mahasiswa jgn gagal paham Muhammad Kece Dihajar Napoleon, Garda Mahasiswa Minta Polri Tegas #MuhammadKece via @jpnncom https://t.co/l7i4SdRXub*

Appraisal Item	Appraiser	Aff	Jud	App	Appraised
Org seperti itu hrs dihajar	*@Om1234520 (Om 12345)*			*- Reaction: Impact*	*Muhammad Kece*

The attitudinal analysis of the clause above is represented by the sentence **Org seperti itu hrs dihajar** / in English; ***such a person must be chastised***. Based on Merriam-Webster

Dictionary, the word ***chastised*** means to inflict punishment. The sentence above means the Impact of what Muhammad did. It shows the negative Impact of the reaction to what he had done. It is recognized as Appreciation because it interprets what M. Kece did based on aesthetic values. Based on the context, data 8 shows the appraisal of @Om1234520 (Om 12345) as a Twitter account that mentions the appraisal toward Muhammad Kece, who considered it reasonable to be chastised as punishment for what he had done.

Data 9*: @hipohan koruptor dan **ketika mrk bersitru tentu napoleon lbh benar dibanding m kece aoalagi perbuatannya itu kan fatal bs memcah belah, adu domba dan perang saudara** sdgkan napoleon lbh ringan krn dampaknya itu ke keuangan negara dan eknomi masy*

Appraisal Item	Appraiser	Aff	Jud	App	Appraised
perbuatannya itu kan fatal bs memcah belah, adu domba dan perang saudara	*@EPiesant (Aphrodite Celestamine Prune)*			*- Reaction: Quality*	*Muhammad Kece*

The attitudinal analysis of the clause above is represented by the sentence ***perbuatannya itu kan fatal bs memcah belah, adu domba dan perang saudara*** / in English, ***his actions were fatal in terms of divisive society, fighting, and civil war***. According to Merriam-Webster Dictionary, the word fatal means causing death, failure, or ruin. The sentence above means Quality that can arise because of what Muhammad Kece had done. It shows negative Quality as the reaction toward his YouTube channel content. It is recognized as Appreciation because it interprets what M. Kece did based on aesthetic values. Based on the context, data 9 shows the appraisal of @EPiesant (Aphrodite Celestamine Prune) as a Twitter account that replies to the tweet @hipohan. The sentence above shows that appraisal of what Muhammad Kece has done can cause a divisive society, fighting, and civil war.

The issue of dynamic blasphemy cases in Indonesia continues to arise in the context of religious discourse (Akbar, 2019). Multiple instances of blasphemy cases can be attributed to two primary factors. Firstly, certain groups within the Muslim community adhere to strict regulations within the Islamic faith, which results in the punishment of those accused of blasphemy. Secondly, the law related to religious blasphemy is often characterized by ambiguity and bias.

On religious blasphemy discourse, another booming blasphemy case in Indonesia is Ahok's blasphemy case in 2016. Numerous scholars have expressed concerns regarding agitation and propaganda on social media (Malik, 2016), media construction (Mayasari, 2017), and law enforcement and state protection (Maruapey, 2017). However, his case, which construes political issues (Mayasari, 2017), differs from the case of M. Kece's blasphemy.

Particularly analyzing M. Kece's blasphemy case, Hilmi et al. (2022) analyzed the blasphemy case involving M. Kece and observed a bias towards the Muslim community, as evidenced by the classification of M. Kece as a blasphemer and the subsequent involvement of criminal law. Setiabudi et al. (2022) conducted a study utilizing framing analysis. They discovered that Kompas.com employed skillful narrations to accurately depict M. Kace's reporting to preserve his reputation as an ordinary YouTuber. The study by Alkhotob & Wardana (2021) compared two news media, Tribunnews.com and Detik.com. The findings revealed that Tribunnews.com provided a balanced representation of both pro and contra, whereas Detik.com only presented the contra perspective. Both news media suggest arresting Muhammad Kece, who has been accused of committing blasphemy.

The study gives new colors to blasphemy case discourse because it analyzes its case in different views, SFL analysis. This study proves society's responses toward its' case derived from the conversation or comments on social media, precisely Twitter, scientifically. In conclusion, this study complements the previous studies that focus more on media construction using framing analysis and its case from an Islamic perspective.

In comparison with the previous studies, attitudinal analysis has demonstrated a negative sentiment towards Palestinians in Israel (Chalimah et al., 2018), a negative evaluation of Bandung City (Kurniawan & Aprilia, 2019), a predominantly positive representation of Joko Widodo by the Kompas Daily Newspaper (T. A. Pasaribu, 2020), and a constructive attitude towards the COVID-19 Sundanese Guidelines (Istiningdias et al., 2021). Furthermore, the appraisal framework may be an indicator when assessing students' achievement (Nurjanah & Masykuroh, 2022). According to Cheung and Feng (Cheung & Feng, 2021), literary works, including songs, construct attitudes in response to diverse forms of social oppression. Such works also function as discursive strategies to resist and counter oppressive forces. Attitude is crucial to English song discourse (Li, 2016).

In addition, this study proved that attitudinal analysis can be applied to analyze netizens' evaluation of certain issues in social media. This study found that negative values dominate over positive ones. It is reasonable due to the content of M. Kece's YouTube channel. Some of his statements that caused a huge reaction from Muslims are the statements that the prophet Muhammad is a liar, praying is not God's order, his greeting that combine both Islam and Christian greetings, and his statement that *Kitab Kuning* (a source of Islamic Education) is misleading (Rahmawati, 2022).

This study holds significant value in the public's evaluation of this case, prompting content creators to exercise caution in their social media content. Ensuring the content does not contradict religious regulations or governmental legislation is crucial. Furthermore, content on religion can be highly sensitive if the language used is inaccurate or misinterpreted. Conversely, social media users must control their content rather than indiscriminately assimilate information from social media platforms.

CLOSING

After conducting an attitudinal analysis, the researcher has concluded the research on attitudinal analysis in social media, specifically Twitter, about the alleged Islamic blasphemy committed by M. Kece. The findings indicate that Judgment is the most prevalent category, accounting for approximately 54% of the total, while Affect and Appreciation account for 19% and 27%, respectively. In all three categories, over three-quarters of the data exhibits negative values. Affect was observed to exhibit inclinations, disinclinations, unhappiness, and dissatisfaction. Judgement encompasses several subcategories, including negative normality, negative Capacity, positive and negative veracity, and negative propriety. Appreciation can elicit positive and negative reactions, negative composition, and negative valuation. The overall negative evaluation of Twitter users reflects the general perception of M. Kece's actions, precisely the material posted on his YouTube channel, which has been reported to law enforcement as a blasphemy case.

Nonetheless, it is important to note that the current investigation solely focused on attitudinal analysis, which is one of the three types of analysis. Additionally, the study was restricted to using Twitter as the primary data source. It is desirable to conduct comprehensive research of the entire Appraisal System encompassing attitude, graduation, and engagement or to implement the Appraisal System across multiple social media platforms to advance the scope of the investigation.

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